

103-8370
10-1-66/8-

✓
The Honorable
George V. Allen, Director
United States Information Agency
Washington 25, D. C.

Dear George:

Now that my associates and I have had a chance to more thoroughly review your semi-annual report, I am writing to express our thoughts on some of the activities and plans it covers.

I read with particular interest your prefatory statement calling for a steady fundamental approach to problems posed by the long-term challenge in the realm of world opinion. And I agree that USIA must not be diverted by sputniks and other crises, from its vital role of presenting a balanced picture of American aims and policies. While the six months under review certainly contained their share of such challenges for our information program (notably Sputnik and Little Rock), USIA efforts to put these in the perspective of free world accomplishments and aspirations were impressive.

The period also saw a development of new situations which create increasing opportunity for USIA. In this connection, I note especially the interest aroused in Poland and Rumania by your Built in USA exhibit as well as the expansion of influence of American Illustrated in cities of the USSR. By extension, although it does not come within the scope of this report, I should like to mention our continuing interest in the moves you have recently taken to pursue these new opportunities: the International Media Guarantee Program with Poland and the activities now being developed as a result of the exchange agreement with the Soviet Union.

State Department review completed

As to your plans for developing new resources to deal with emerging problems, we share your assessment of the need to generate a more far-reaching influence among the peoples of Africa. Similarly, on another important problem underscored in your report, we are convinced of the mounting need for vigorous and resourceful measures to persuade people abroad of the advantages of our cooperative programs for technical and economic advancement.

Again let me thank you for sending us the report. I hope that it will gain wide circulation and thereby increase public understanding of the vital role of the overseas information program.

Sincerely,

ALLEN W. DULLES
Director

Signature Recommended:

25X1 [Redacted]
1. 10 MAR 1958
Deputy Director (Plans) Date
25X1 DDP/ [Redacted] (18 March 1958)

Distribution:

Original and 1 - Addressee
2 - Signer *del in routing*
1 - DDCI *DIRECT*
1 - DDP *w/BASIC*
1 - [Redacted]
1 - [Redacted]
✓ - ER

9 MAR 1958

ack

The Honorable
George V. Allen, Director
United States Information Agency
Washington 25, D. C.

Dear George:

Thank you very much for sending me a copy of your semi-annual report which I am bringing to the attention of some of my associates here. Your thoughtfulness in sending it to me is indeed appreciated.

Should we have any comments to make, we will certainly get in touch with you.

With kindest regards.

Sincerely,

Signed

Allen W. Dulles
Director

O/DCI/[]/28 Feb 58

Distribution:

Orig. & 1 - Addressee

1 - DCI

1 - DD/P w/basic

1 - AAB

✓ 1 - ER

1 - Reading

1958 MAR 9 24